# CLAIMS

What is claimed is:

1.  A method comprising:

    identifying a user, wherein the user inserting a smart card into a device selected

    from a plurality of devices;

    identifying the device;

    identifying user preferences associated with the device;

    tracking user pattern and gathering usage data;

    analyzing the usage data;

    configuring the analyzed data; and

    updating the user preferences.

2.  The method of claim 1 further comprising retrieving an identification template

    from a template database for the identifying the user and the identifying the

    device.

3.  The method of claim 1 further comprising retrieving a user preference template

    corresponding to the device from a plurality of user preference templates

    corresponding to the plurality of devices from the template database for the

    identifying the user preferences and for the updating the user preferences by

    updating the corresponding user preferences template using the configured data.

4.  The method of claim 1 further comprising retrieving a user history template

    corresponding to the device from a plurality of user history templates

corresponding to the plurality of devices from the template database for the tracking the user pattern and the gathering the usage data.

5. The method of claim 1, wherein the tracking the user pattern is based on a predetermined criteria.

6. The method of claim 1, wherein the analyzing the usage data comprising analyzing text associated with a media program, wherein the text including closed caption information and articles.

7. The method of claim 1, wherein the analyzing the usage data comprising analyzing audio information associated with the media program, wherein the audio information including words, phrases, and audio expressions.

8. The method of claim 1, wherein the analyzing the usage data comprising analyzing video, wherein the video comprising sequence of motion associated with the media program.

9. The method of claim 1, wherein the plurality of devices comprising multiple types of media devices including a television, a computer, a PDA, a cellular phone, a portable media player, a web terminal, and a set-top box.

10. The method of claim 9 further comprising displaying the stored data using the plurality of devices, wherein the stored data is adjustable in accordance with display requirements of the plurality of devices.

11. The method of claim 1, wherein the updating the user preferences comprising dynamically updating the user preferences.

12.     A method comprising:

identifying a user, wherein the user inserting a smart card into a plurality of

devices;

identifying the plurality of devices;

identifying user preferences associated with the plurality of devices;

tracking user pattern and gathering usage data;

analyzing the usage data;

configuring the analyzed data;

integrating the configured data; and

updating the user preferences.

13.     The method of claim 12, wherein the configuring the analyzed data further

comprising:

parsing the analyzed data; and

associating the parsed data with a common descriptor, wherein the common

descriptor is a word or a phrase descriptive of the content associated with

the parsed data.

14.     The method of claim 12 further comprising:

retrieving a plurality of user history templates corresponding to the plurality of

devices;

generating an integrated user history template by integrating the plurality of

corresponding user history templates for integrating the configured data;

and

filtering the integrated data.

15.     The method of claim 12 further comprising storing the integrated data.

16.     The method of claim 15 further comprising displaying the stored data using a

plurality of devices, wherein the stored data is adjustable in accordance with

display requirements of the plurality of devices.

17.     A system for updating user preferences for personalization media consumption

from device to devices comprising:

an identification template retrieved from a template database for identifying a

user, wherein the user inserting a smart card issued by an issuer into at

least one of a plurality of devices;

the identification template for identifying the at least one of the plurality of

devices;

a user preference template corresponding to the at least one of the plurality of

devices from a plurality of user preference templates corresponding to the

plurality of devices retrieved from the template database for identifying

user preferences associated with the device;

a user history template corresponding to the at least one of the plurality of devices

from a plurality of user history templates corresponding to the plurality of

devices from the template database for tracking user pattern and gathering usage data;

an analyzer for analyzing the usage data, wherein the analyzer comprising a text analyzer for analyzing text associated with a media program, an audio analyzer for analyzing audio associated with the media program, and a video analyzer for analyzing sequence of motion associated with the media program;

a management and configuration module for configuring the analyzed data;

updating the user preferences; and

storing the configured data.

18.   The system of claim 17 further comprising:

the management and configuration module for parsing the analyzed data;

the management and configuration module for associating the parsed data with a common descriptor, wherein the common descriptor is a word or a phrase descriptive of the content associated with the parsed data;

an integration module for filtering and integrating the configured data using an integrated user history templates;

updating the user preferences; and

storing the integrated data.

19. The system of claim 17, wherein the template database is associated with at least one of a plurality of sources including the smart card, the issuer, and the plurality of devices.

20. The system of claim 17, wherein the plurality of devices comprising multiple types of media devices including a television, a computer, a PDA, a cellular phone, a portable media player, a web terminal, and a set-top box.

21. A machine-readable medium having stored thereon data representing sequences of instructions, the sequences of instructions which, when executed by a processor, cause the processor to:

    identify a user, wherein the user inserts a smart card into a device selected from a plurality of devices;

    identify the device;

    identify user preferences associated with the device;

    track user pattern and gather usage data;

    analyze the usage data;

    configure the analyzed data; and

    update the user preferences.

22. The machine-readable medium of claim 21, wherein the sequences of instructions further cause the processor to:

    retrieve an identification template from a template database.

23. The machine-readable medium of claim 21, wherein the sequences of instructions further cause the processor to:

retrieve a user preference template corresponding to the device from a plurality of user preference templates corresponding to the plurality of devices from the template database.

24. The machine-readable medium of claim 21, wherein the sequences of instructions further cause the processor to:

retrieve a user history template corresponding to the device from a plurality of user history templates corresponding to the plurality of devices from the template database.

25. The machine-readable medium of claim 21, wherein the sequences of instructions further cause the processor to:

analyze text associated with a media program, wherein the text includes closed caption information and articles;

analyze audio associated with the media program, wherein the audio includes words, phrases, and audio expressions;

analyze video associated with the media program, wherein the video includes sequence of motion associated with the media program.

26. The machine-readable medium of claim 21, wherein the plurality of devices comprises multiple types of media devices including a television, a computer, a PDA, a cellular phone, a portable media player, a web terminal, and a set-top box.

27.   The machine-readable medium of claim 21, wherein the update the user

preferences comprises dynamically update the user preferences.

28.   A machine-readable medium having stored thereon data representing sequences

of instructions, the sequences of instructions which, when executed by a

processor, cause the processor to:

identify a user, wherein the user inserting a smart card into a plurality of devices;

identify the plurality of devices;

identify user preferences associated with the plurality of devices;

track user pattern and gathering usage data;

analyze the usage data;

configure the analyzed data;

integrate the configured data; and

update the user preferences.

29.   The machine-readable medium of claim 28, wherein the sequences of instructions

further cause the processor to:

parse the analyzed data; and

associate the parsed data with a common descriptor, wherein the common

descriptor is a word or a phrase descriptive of the content associated with

the parsed data.

30.   The machine-readable medium of claim 28, wherein the sequences of instructions

further cause the processor to:

retrieve a plurality of user history templates corresponding to the plurality of

devices;

generate an integrated user history template by integrating the plurality of

corresponding user history templates; and

filter the integrated data.